

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT

RESPONSE AFTER FINAL

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I hereby certify that this paper is being electronically transmitted
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 March 23, 2006
Lynn Thompson Date

This Response is being filed in response to the Official Action of the Examiner mailed January 24, 2006, setting a three-month shortened statutory period for response ending April 24, 2006.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.